

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	8	9/13/1962	Memo	Memo to Bob Haldeman from Charlie Farrington RE: Public Relations--Report for Period 9/7/62-9/13/62. 2pgs.
67	8	9/15/1962	Memo	Memo to Bob Haldeman from Dan Waters RE: Progress Report - Contact & WIN Programs. 2pgs.
67	8	9/14/1962	Memo	Memo to RN from Carol Arth RE: Progress Report for the week of Sept. 9-15. 1pg.
67	8	9/13/1962	Memo	Memo to Bob Haldeman from Herb Kalmbach RE: Progress Report for Sept. 7-13. 1pg.
67	8	9/13/1962	Memo	Memo to Bob Haldeman from John Kalmbach RE: Field Operations. 1pg.
67	8	9/06/1962	Memo	Memo to Bob Haldeman from Dan Waters RE: Weekly Progress Report; attached is a memo to Dan Waters RE: New and Used Automobile Dealers Win Program. 7pgs.

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67	8	9/06/1962	Memo	Memo to Bob Haldeman from Herb Kalmbach Re: Progress Report - Week of Sept. 2. 1pg.
67	8	9/06/1962	Memo	Memo to RN from Carol Arth RE: Progress Report; attached: Result of test calls Dem. & DS; and Nixon for Governor "Action Package" Bulletin, Program, and blank Reservation Card and envelope. 6pgs.
67	8	9/06/1962	Memo	Memo to Bob Haldeman from John Kalmbach RE: Field Operations. 1pg.
67	8	9/06/1962	Memo	Memo to Bob Haldeman from Charlie Farrington RE: Public Relations -- Report for period 8/23/62-9/6/62. 3 pgs.
67	8	08/24/1962	Memo	Memo to Bob Haldeman from Herb Kalmbach RE: Activities Rundown. Included is a letter from Kalmbach to the Field Reps. of the So. CA Nixon Campaign. 14pgs.
67	8	08/24/1962	Memo	Memo to Nixon from Kalmbach RE: Field Operation Since Primary Election. 3pgs.
67	8	08/23/1962	Memo	Memo to Nixon from Carol Arth RE: Progress Report on Special Projects. 1pg.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	8	n.d	Letter	A fact sheet of the "Action Package," the five campaign action programs of the General Election. 2pgs.
67	8	n.d	Letter	"Here is your 'Action Package.'" A description of what is included in the "Action Package." 1pg.
67	8	n.d	Memo	A Bulletin to the Chairmen involved in "Action Package," announcing the appointment of Carter Ludlow as director of publicity for the "Action Package" programs. 1pg
67	8	n.d	Memo	Memo re: "Action Package" from Carter Ludlow, the Director of Publicity. 1pg
67	8	n.d	Memo	Memo from Betty Haldeman to the Chairmen and Headquarters Managers RE: Nixon Volunteers. 2pgs
67	8	n.d	Memo	Memo from Mrs. Sturdy, Nixonette Chairman, RE: "'NIXONETTES' - General Election." 6pgs.
67	8	1962	Letter	Letter to Jewelry Chairman re: four pieces of Nixon Campaign jewelry. Includes pictures of jewelry. 1pg.

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67	8	n.d	Memo	Memo to Nixon Jewelry Chairman RE: Nixon Campaign jewelry on display in the Nixon Headquarters. 2pgs.
67	8	03/28/1962	Other Document	A price list of the Nixon Jewelry as numbered on display at State Headquarters. 2pgs.
67	8	n.d	Memo	Memo to Precinct Coffee Hour Chairmen RE: "Precinct Coffee Hours, General Election." 2pgs.
67	8	n.d	Brochure	"Nixon for Governor," the "ABC's of Operation Telephone." 18pgs.
67	8	n.d	Memo	Memo RE: "How to Give a Precinct Coffee Hour." 2pgs.
67	8	n.d	Memo	Memo RE: "'Operation Telephone' - General Election." 2pgs.
67	8	n.d	Form	A blank form from the Nixon for Governor Committee. 1pg

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67	8	n.d	Memo	Memo RE: "Directions for Taking the Friendly Democrat Poll." 1pg.
67	8	n.d	Form	A blank form RE: "'Operation Telephone' Democrat and DS Poll Weekly Report Form." 1pg.
67	8	n.d	Memo	Memo RE: the Contact & WIN program progress, achieved since the Primary. 2pgs.
67	8	n.d	Memo	Memo RE: Public Relations: Advertising, Telethon, Brochures, Speakers Bureau, Celebrities, Book Sale, and Coffee Hour Script. 3pgs.

## Nixon for Governor

*file  
disc CF*

To: Bob Haldeman

Date: September 13, 1962

From: Charlie Farrington

Subject: Public Relations -- Report for Period 9/7/62 - 9/13/62

Distribution: file

PUBLIC RELATIONSAdvertising

PR Committee meeting 9/7/62 authorized format for TV spots -- Agency now producing for tentative completion date of 10/1/62.

Telethon

Promotion Manager hired -- community visits begun this date on itinerary developed and approved with H. R. Haldeman.

Local Telethon organization mapped out. Ads in preparation by Agency for direct placement. Quarter cards, handbills, and flyers for local distribution being prepared by Agency for production and mailing through Headquarters.

Auditions at 7:00 PM, 9/13/62, for Master of Ceremonies.

Agency developing for direct mail to all stations involved a complete kit of Telethon "props" -- including forms for telephone operators, posters for studio, pads, pencils, etc.

Telephone Operator forms and tickets for all seven telethons printed and being held by Agency.

Brochures

WHAT IS THE BROWN RECORD? - produced and distributed.

NIXON'S PROGRAM FOR PROGRESS - produced and distributed.

CDC FOLDER - holding up on Agency presentation for replacement with copy and art arranged by Paul Keyes, pending approval by RN and HRH.

NEGRO FOLDER - copy and layout presented to Northern California committee on 9/8/62 -- was not acceptable. Alternative proposal being submitted through Kai Jorgensen 9/14/62 for Southern California committee review.

LABOR FOLDER - suggested copy and art being reviewed by Alice Leopold in San Francisco.

UP AND DOWN WITH "BLUSTER" BROWN - copy revised for approval by HRH on 9/14/62 prior to return to Agency for finish on 9/17/62

Speakers Bureau

Training meeting set for 9/15/62 -- 61 acceptances to date.

Two requests filled this week; up to date on current requests.

Celebrities

Two rally requests filled; total of six names confirmed for October 8 closed circuit dinners.

Planning under way for 2 or 3 stars to be assigned to each Telethon -- meeting with Sue Taurog planned for 9/17/62 to firm up individuals for Salinas, with procedure to advise Telethon producer of persons to appear on each show no less than one week in advance of show.

Scheduled one additional appearance for Ronald Reagan -- total to date: 7.

Book Sales

Total 1,500 sold to date through Southern California Headquarters.

Special edition ordered from New York mysteriously delayed.

Coffee Hour Script

Second draft written by Dave Hunter rejected prior to submission due to new understanding reached regarding candidate's approach in speeches.

Third draft promised for review on 9/14/62.

*Charlie*

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: H. R. Haldeman

Date: 9/15/62

From: Dan Waters

Subject: Progress Report - Contact & WIN Programs

Distribution:

CONTACT

Following occupational mail-out committees readying mailings for 9/21. Mailing lists secured, letters prepared, committees formed, envelopes being addressed (in letter shops):

Engineers	-	36,000
Insurance Agents		30,000
Union Musicians		30,000
Barbers		10,000
Realtors		38,000
Home Builders		10,000
		<hr/>
TOTAL		154,000

SPECIAL COMMITTEES

- WHITTIER COLLEGE ALUMNI - Clint Harris, '34 and Hubert Perry, '35 Co-Chairmen. In process of forming statewide committee and preparing for statewide mailing of 7,000 letters.
- USC ALUMNI - Committee in process of forming, still with Bill Sangster as Co-Chairman. Seeking other Co-Chairman. Vaughn will secure mailing list.
- SPORTSMEN FOR NIXON - Advisory committee of over 100 outstanding names secured. Mailing lists being put together for statewide mailing around October 1.
- AIRLINE NIXON-AIPS - Initial group of 100 organized for rallies, telethons, plant tours, etc. Kick-off luncheon held at Miramar Hotel in Santa Monica with complete press-TV coverage on 9/11. National press coverage as well as local on this committee.

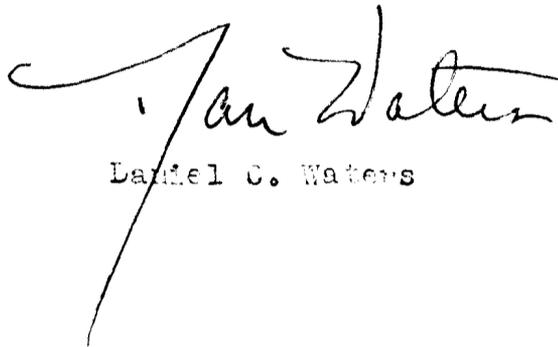
WIN PROGRAM

89 participating companies, 48 of which have been assigned to field men for follow-up action.

11 new participating companies this week to be assigned.

83 companies requiring follow-up before being counted totally in the participating column.

All of above are L.A. County companies.



Daniel C. Waters

Daniel C. Waters

INTER-OFFICE MEMORANDUM

Nixon for Governor

To: R.N.

Date: September 14, 1962

From: Carol Arthur

Subject: Progress Report week of September 9 through 15

Distribution:

KEY PROGRAM

Letters sent this week to:

Jud Baker and the Managing Editor of the HERALD-EXAMINER complimenting Baker on his coverage of Pomona kick-off.

Letters to KEY's local papers on RN's Programs for Progress and Brown's lack of it.

Letters to HERALD-EXAMINER editor, setting record straight on RN support of School Construction Bonds.

Jose Colon, former State Department officer, added to Orange County KEY list. Will cover local and metropolitan papers, and LA OPINION.

WOMEN'S ACTION PACKAGE

Plans for Demonstration Day on Tuesday, September 18, at Statler-Hilton progressing nicely. Community Coffee Hours with Pat Nixon scheduled in seven divisions Los Angeles County. Planning meetings held with Mexican-American and Negro sponsors of two coffee hours. OPERATION TELEPHONE chairman secured for Central Division, Los Angeles County, Mrs. Bruce Elliott.

SPEAKERS BUREAU

I will discuss the manual and its maximum use with Speakers Bureau member at Pat Hillings' meeting tomorrow morning.

**N i x o n   f o r   G o v e r n o r**

To: Bob Haldeman  
From: Herb Kalmbach  
Subject: Progress Report  
Distribution:

Date: Sept. 13, 1962

Per your request, I've listed the following broad areas of activity that I've been involved in from Friday, Sept. 7th to and including this date:

Leadership Seminar:

Spent a good deal of time on 9/7 and 9/8 preparing for and aiding in the handling of the leadership seminar which was conducted from 8 to 3 on Saturday, 9/8.

October 8th Dinner:

Met several times with Maury Stans, Les Hoffman, etc. on October 8th dinner. Maury and Hoffman have both asked my help in certain areas, e.g., recruiting people to help Les in his responsibility as L. A. County Dinner Chairman.

Mexican-American Program:

Met with Salterbach, Sutton, Carvajal, etc., several times re entire program -- including budget, San Diego RN appearance, the Sunday parade, etc. Helping Sutton contact volunteers such as Flores, etc.

Negro Program:

Met Cris Wright in his office and agreed upon Negro budget in final form (\$7,500.00). Talked with Williams and others on the program.

Finance:

Met and talked with Maury re finance -- i.e., status of our commitments from our out-counties; usual budget matters discussed with Jerry Gilberti; worked over budget from Carol Arth; got other budget info. from field division.

Miscellaneous:

Telephone calls, personal meetings, and written correspondence with various people including Cap Lyon, Al Weinberg, Valley, Vince Fowler, etc.

INTER-OFFICE MEMORANDUM

**Nixon for Governor**

To: Bob Haldeman

Date: September 13, 1962

From: John Kalmbach

Subject: Field Operation

Distribution:

FIELD ORGANIZATION

Making good progress in Central Division under Don McLarnan. Brack Hale returned to his job as full-time field man today. I have three men under consideration for field representatives for Southern Division to fill vacancy left by Scott Fitz Randolph who will return to full-time teaching position Friday.

REGISTRATION

All Community Chairmen have been urged repeatedly to concentrate on all-out registration effort.

FIELD MORALE

Field men report good spirit and enthusiasm among community chairmen and volunteers. Of course, considerable enthusiasm has been generated in those headquarters included on Mr. Nixon's scheduled drop-by on Saturday, September 15.

COMMUNITY CHAIRMEN AND HEADQUARTERS

We now have 47 headquarters open and operating in Los Angeles County with 37 community chairmen appointed. We will continue to press for as many headquarters and community chairmen as possible in all eleven counties up to the last minute.

BUMPER STICKER PROGRAM

Over-all Bumper Sticker Chairman is setting up bumper sticker blitzes with cooperation of community chairmen and also working to establish as many other bumper sticker programs as possible. Neighbors for Nixon Bumper Sticker Program with athletes taking form has been received with enthusiasm throughout communities. We expect to have this program kicked-off within the next ten days after receiving permission of well-known athletes and sports figures to use names on letterhead.

## Nixon for Governor

To: R. H. HALDEMAN

From: DAN WATERS

Subject: WEEKLY PROGRESS REPORT

Distribution: File

Date: September 6, 1962

CONTACT

Committee action started for earliest mailing following statewide groups:

REALTORS FOR NIXON -- 38,000 pieces  
 UNION MUSICIANS FOR NIXON -- 30,000 pieces  
 INSURANCE AGENTS FOR NIXON -- 50,000 pieces (approx.)  
 HOME BUILDERS FOR NIXON -- 10,000 pieces  
 BARBERS FOR NIXON -- 12,000 pieces

*Engineers*

SPECIAL PROGRAMS ORGANIZED FOR IMMEDIATE ACTION

SPORTSMEN FOR NIXON -- 5,000 invitations mailed to NIXON CAMPAIGN KICK-OFF BARBECUE in Sacramento for September 12. Committee arrangements for turning out maximum crowd completed.

COLLEGIANS FOR NIXON -- Co-Chairmen near completion of statewide tour of college campuses activating COLLEGIANS FOR NIXON campus organizations.

SCHOLARS FOR NIXON -- Completing statewide organization to coordinate campus and campus community activities with COLLEGIANS FOR NIXON.

AIRLINE NIXON-AIRS -- Arrangements for introduction luncheon at Miramar Hotel (Santa Monica) honoring approximately 100 newly organized AIRLINE NIXON-AIRS. Mrs. Nixon and movie celebrities will be guests of honor.

NATIONALITIES FOR NIXON -- Thirty various nationality groups now planning individual special events to organize and stimulate nationality vote for Candidate.

WIN PROGRAML.A. County

*Miller*                      *Bud Lester*                      *George Nygor*  
*Bob Monroe*                *Richard Becker*  
*Smith*                        *Larry Tilton*

Five (5) new volunteer fieldmen recruited for L. A. County follow-up on 57 present participating WIN major employers. Follow-up underway in all companies and programs expanding. Present participating companies represent in excess of 100,000 employees.

To : R. H. Haldeman  
From: Dan Waters  
Subj: WEEKLY PROGRESS REPORT

- 2 -

Sept. 6, 1962

WIN PROGRAM (con't)

Special industry-wide WIN program underway in new and used car dealers in communities throughout L. A. County (see attached detailed report by volunteer fieldman, Bob Smith, assigned to this program). Program to be vastly expanded statewide under this man's leadership.

San Diego County

WIN program kick-off meeting held with 20 presidents and board chairmen of major San Diego County employers on Wednesday, Sept. 5, with very favorable response on part of all except one faint-heart. All major aircraft, electronics, utilities and banks represented. Immediate follow-up already underway, and Pacific Telephone there already tied in to coordinate efforts with L. A. division of that company.

Northern California

(WIN)

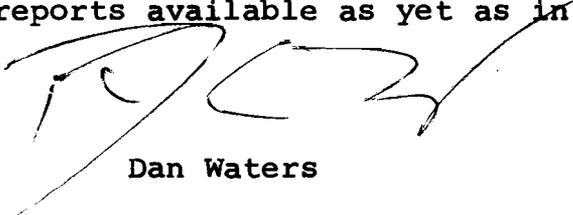
Northern California Chairman has named county and community WIN Chairmen. No knowledge available from him as to number of participating companies or employees represented as of this writing.

(CONTACT)

New industrious Contact Chairman, Frank Barnes of Crown-Zellerbach, is aiding in coordinating organization of statewide committees and also reorganizing several strictly northern regional committees. As their chairmen are located there, Barnes is handling organization for immediate action of HOTEL & MOTEL OPERATORS & SMALL BUSINESSMEN FOR NIXON.

Orange - Santa Barbara - San Bernardino Counties

WIN Chairmen underway with basic organization of small business and major employers. No detailed reports available as yet as in early stages.



Dan Waters

DW:jp

NOTE: News just came in from San Francisco office concerning No. Calif. WIN program. Dick Nair has approximately 100-150 companies participating there. Each company has between 10-20 employees now working on program. Potentially, there are approximately 100,000 employees in these companies.

# N i x o n   f o r   G o v e r n o r

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## WIN PROGRAM

### L.A. County

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- 2 -

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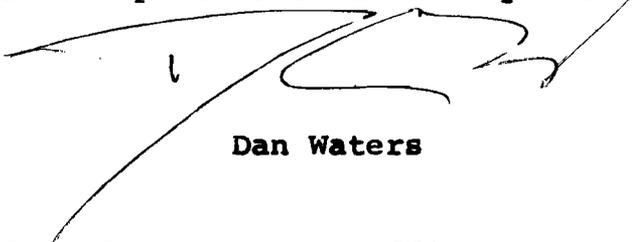
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NOTE: News just came in from San Francisco office concerning No. Calif. WIN program. Dick Nair has approximately 100-150 companies participating there. Each company has between 10-20 employees now working on program. Potentially, there are approximately 100,000 employees in these companies.

*I'm skeptical of this - he still does not come up with company or worker names - [unclear]*

M E M O R A N D U M

September 6, 1962

TO: Dan Waters

FROM: Robert B. Smith

SUBJECT: New and Used Automobile Dealers Win Program

I have contacted to date some 65 new car dealers with the following results:

Mr. Phil Hall of Phil Hall Buick Company, 6660 Sunset Boulevard, Hollywood, is very enthusiastic and stated to me he thought the program was an excellent one and he immediately started working on it. Mr. Hall has some 75 employees and he conducts a popularity contest in his dealership each month. John Simons, a recent winner, was asked if he would volunteer to act as chairman for the dealership. Mr. Simons readily agreed to work on this program. I have been in contact with Mr. Simons several times and he is doing an effective job in the dealership and has organized a group in his own precinct who are soliciting support and votes. The majority of the voters in his precinct are registered Democrats and he has succeeded in getting good support from them. Early in September Mr. Hall will host a luncheon meeting for new car dealers in Hollywood as well as other business people to solicit and support in the Win Campaign. Mr. Hall also suggested we may use his name as well as refer anyone to him.

Mr. Ted Wesson of Wesson Buick Company, 1233 South Western Avenue, has furnished a new Buick for use at campaign headquarters and has solicited other Buick dealers to do the same. He has endorsed the program. Wesson Buick has 53 employees.

Mr. Jim Waters of Waters Dodge, 112 North Western Avenue, will assist in the program. He has 66 employees.

Mr. Luggie Langer of Guenther-Langer Buick Company, 4252 Crenshaw Boulevard, has furnished a car to assist in the program. He has 58 employees.

Krell Buick Company, Pasadena, and Lowell Lausen of Santa Monica will also furnish a car and will assist in the program.

Mr. Clinton Harris, Harris Oldsmobile Company, 622 South Greenleaf Avenue, Whittier, hosted a luncheon meeting August 22 of eight new car dealers. This meeting was held at the King's Retreat, Whittier. Mr. John Vaughn and I attended. We were very well received and all eight dealers agreed to support the program. Mr. Harris will act as chairman of the group and Mr. D. E. Woods will act as co-chairman. Both Mr. Harris

September 6, 1962

and Mr. Woods will help in programming other dealers in the nearby area and Orange County.

Several other dealers in the Whittier Area, who were unable to attend, expressed a willingness to participate and are now being contacted.

Dealers who attended the meeting:

John Dore            Ford  
Frank Dore & Sons  
345 So. Greenleaf, Whittier

J. L. Van Sant      Mercury  
Urich Motors      - Frank Urich, Owner  
101 E. Whittier Blvd., Whittier

James F. Childs     Buick  
James F. Childs Buick Co.  
1555 E. Whittier Blvd., Whittier

Bob Sorenson        Chevrolet  
Bob Sorenson Chevrolet Co.  
201 South Greenleaf, Whittier

D. E. "Bill" Woods  
Community Motors     Pontiac  
216 So. Greenleaf, Whittier

H. V. McAllister     Cadillac  
McAllister Cadillac  
191 South Greenleaf, Whittier

Clinton O. Harris    Oldsmobile  
Harris Oldsmobile Co.  
622 So. Greenleaf, Whittier

D. M. Schenk         Dodge  
644 So. Greenleaf, Whittier

Total Employees 454

A group of some 20 new car dealers in the Inglewood Area were very active in the recent Primary Congressional Campaign and are very well organized. They have expressed their willingness to have a luncheon meeting shortly after the 15th of September to have the program explained to them. Total number of employees of this group - 680.

I have been in touch with Mrs. Alice Sterlen of Frank R. Sterlen Dodge Company, Turlock, California. She is president of the Northern

Memorandum

Dan Waters

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September 6, 1962

California Auto Dealers Association and is heading up the auto dealers campaign for Northern California and asked that she be kept advised of the program as well as given any help we can give her.

We are in the process of programming auto dealers in the following counties:

Ventura  
Santa Barbara  
Orange  
San Diego  
San Bernardino  
Kern

We are attempting, through the Marketing Divisions of the major oil companies, to secure a list of service station operators so that they may be contacted at the local precinct level. It is my opinion the program is looking very well.

Robert B. Smith

RBS:AM

N i x o n f o r G o v e r n o r

To: Bob Haldeman

Date: September 6, 1962

From: Herb Kalmbach

Subject: Progress Report - Week of September 2

Distribution:

Tuesday, Sept. 4

Breakfast meeting from 7:30 to 9:30 a.m. - field organization wrap-up.

Chad McClellan meeting at California Club from 10-12.

Luncheon meeting with Haldeman and Finch from 12-2 p.m.

Wednesday, Sept. 5

Breakfast meeting with Phil Salterbach and Art Sutton re M-A program including "Evening with the Nixons."

Thursday, Sept. 6

Meeting at 11:30 a.m. with Maury Stans and Ross Barrett and others re State Dinner program on October 8th.

Meeting at 6:30 p.m. in San Bernardino with Maury Stans, Jim Smith and the San Bernardino County organization.

- - - - -

Leadership Seminar is being organized for Saturday, Sept. 8th.

We are giving a big push to the Registration Program (with Jack Harriman, etc.).

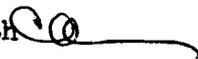
I have had additional meetings with John Ehrlichman and others on scheduling matters, several division chairmen including Shanahan of the new Southwestern Division, and with others concerning budget matters for headquarters operations. This also included Valley Knudsen and the "Action Package."

Called the out-counties on various matters and handled correspondence of all types.

**N i x o n   f o r   G o v e r n o r**

To: RN

Date: 6 September 1962

From: Carol Arth 

Subject: Progress Report

Distribution:

Poll of Democrats and DSs

Attached is report submitted today by Jake Whan, Southern California Chairman for Operation Telephone, giving results of 3-week test poll taken by volunteer telephoners at State Headquarters under constant supervision.

All territory polled (Prime, Good, Fair, and Poor) was selected carefully within the 56th Assembly District (District surrounding Headquarters), since we consider this to be LA County Assembly District with widest ranges in constituency.

"Fair" is white and blue collar below \$7,000 annual income and "poor" is lower income and minority.

Polling now underway throughout County and weekly reports will begin being received in headquarters next week.

Test poll has proved our theory that phasing polling from Prime through Poor precincts is productive, more challenging to volunteers, and saves time.

Cooperation with Republican Women Federated

Through efforts of Chad McClellan and Valley Knudsen and coordination with Gladys O'Donnell and Dorothy Goodnight able to work out arrangement with LA County Central Committee and Ann Bowler to "Free" Federation members to canvass own precincts for registrations. Also alerting RN County, Division and Community Women Co-Chairmen to do same.

Demonstration Day

Morning segments of program dealing with Precinct Coffee Hours and Operation Telephone being written, produced and narrated under direction of Tony and Jake Whan. Invitations and programs (copies attached) out and reservations being received. Anticipate 800 attendance.

Sept 6 - 1962

Result of test calls Dem. & D.S.

<u>Territory</u> <u>Evaluation</u>	<u>No. calls</u> <u>made</u>	<u>No. for</u> <u>NIXON</u>	<u>Per</u> <u>cent.</u>	<u>No.</u> <u>UNDEC.</u>	<u>Per</u> <u>cent</u>	<u>TOTAL</u> <u>NOT FOR BROWN</u>	<u>Percent</u> <u>(Total)</u>
Prime	155	49	31.6%	29	18.7%	78	50.3%
Good	192	33	17.1%	24	12.5%	57	29.7%
Fair	204	35	17 %	37	18 %	72	35 %
Poor	193	17	8.8%	38	19.7%	55	28.5%

Mrs. Tony Whan  
Operation Telephone  
Friendly Democrat  
Fall.

**NIXON FOR GOVERNOR "ACTION PACKAGE"  
Southern California**

3950 Wilshire Blvd. Los Angeles 5, Calif. DU 5-9161  
Valley Knudsen, Chairman Henriette Cowgill, Vice-Ch.

**To All Chairmen and Volunteers!!!!!!**

**SPECIAL BULLETIN!!!!!!!**

**MARK Tuesday, September 18th  
to  
ATTEND "ACTION PACKAGE" Demonstration Day  
at  
STATLER HILTON HOTEL, Los Angeles  
from  
9:30 AM to 4:00 PM**

**No Chairman should miss it.  
Each Chairman should bring as many volunteers as possible.  
They'll enjoy it and be complimented by the invitation**

**FOR**

**It will Demonstrate These Vital Campaign ACTIONS**

**COFFEE HOURS      OPERATION TELEPHONE      NIXONETTE PROGRAM  
NIXON JEWELRY DISPLAYS      HEADQUARTERS VOLUNTEERS**

**You will have Luncheon with DICK NIXON**

**Action Package is the 'People to People' phase of the  
campaign.**

**Each of the above Activities has proven to be a remarkable  
VOTE GETTER!!!**

**You will see "Action Package" Action!**

**You will be given details about each Section's organization,  
development, and Contribution to the Campaign.**

**YOU'LL GET IDEAS!! IDEAS!! IDEAS!!**

**(See detailed Program next page)**

PROGRAM

"ACTION PACKAGE" SYMPOSIUM

Statler Hilton Hotel Los Angeles, California

September 18th, 1962

9:30 AM to 4:00 PM

\$\$\$

- 10:00 AM Welcome . . . . H. C. "Chad" McClellan and  
Valley Knudsen  
"PEOPLE TO PEOPLE" Means Votes - An Extravaganza  
in One Act - Three Scenes  
Scene I: Patio and Garden of a supporter of  
Dick Nixon for Governor  
STARRING MRS. RICHARD NIXON AND VOLUNTEERS  
Scene II: OPERATION TELEPHONE in action  
Featuring Volunteers  
Scene III: Home somewhere in Southern California  
Featuring Volunteers  
Campaign songs and Campaign Music
- 11:45 Reception for Pat and Dick Nixon
- 12:30 Luncheon with RICHARD NIXON. (He'll tell us)  
"WHAT EVERY VOLUNTEER SHOULD KNOW"  
Master of Ceremonies, Tony Whan, Outlines Afternoon  
Activities and Introduces Chairmen for Southern  
California of "Action Package"  
TELLING 'EM WHAT WE SHOWED 'EM  
People to People via Precinct Coffee Hours . . .  
Mrs. Lawrence Frankley  
People to People via Operation Telephone . . . .  
Mrs. Tony Whan  
People to People via Nixonette Program of  
Glamour and Excitement . . . . .  
Mrs. Frederick Sturdy  
People to People via Jewelry Sales and Displays.  
Mrs. Harry Umhey  
People to People via Headquarters Volunteers . .  
Mrs. Harry Haldeman  
People to People via Publicity . . . . .  
Mr. Carter Ludlow  
BUZZ SESSIONS - Each Chairman will hold court  
at a specific corner of the Ballroom to answer  
questions about her Division of Action Package.
- 4:00 PM Adjourn

Reservation Card

Nixon for Governor Action Package Demonstration  
Day, Tuesday, September 18, 1962 9:30 am to 4:00pm

I will attend \_\_\_\_\_ I Will bring \_\_\_\_\_ guests.

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

My assignment in the Nixon for Governor Campaign  
Southern California is: \_\_\_\_\_

\_\_\_\_\_.

Over

Names of Guests, addresses and telephone numbers list here:

Enclosed please find check for \_\_\_\_\_  
Full days activities \$5.00 each.

PLACE  
4 CENT  
STAMP  
HERE

NIXON FOR GOVERNOR

3908 Wilshire Boulevard

Los Angeles 5, California

*Demonstration Day*

INTER-OFFICE MEMORANDUM

**Nixon for Governor**

To: Robert Haldeman

Date: September 6, 1962

From: John Kalmbach

Subject: Field Operation

Distribution:

REGISTRATION

All out emphasis on registration in every county. In Los Angeles County we are urging every Community Chairman to enlist volunteers and turn over to precinct organization, notification through field man, written memorandum and personal telegram.

FIELD ORGANIZATION

Established new Southwestern Division to create greater activity in Inglewood, Gardena, and Westchester areas. Have appointed Norman Shanahan as Division Chairman and Tom McDonough as Field Representative for this new division. Have also appointed Don McLarnan and additional field representative - Dick Welch.

COMMUNITY CHAIRMEN AND HEADQUARTERS

To date have 43 headquarters open and operating in Los Angeles County with a total of 83 Community Chairmen. The other ten counties have 40 headquarters and 52 Community Chairmen. Total,- Southern California headquarters - 83; 135 Community Chairmen.

BUMPER STICKER PROGRAM

Appointed overall Bumper Sticker Chairman, Sal Di Marco who will devote full time to this project until September 24 and then part day, since he is returning to college.



# N i x o n f o r G o v e r n o r

To: Bob Haldeman Date: September 6, 1962  
From: Charlie Farrington  
Subject: Public Relations -- Report for period 8/23/62 - 9/6/62  
Distribution: file

## PUBLIC RELATIONS

### Advertising

PR Committee meeting scheduled for 9/7/62 to consider format for Television spots.

### Telethon

Station visits by Producer, Director and Agency representative completed.

First promotion meeting held 8/29/62. Second production meeting held 9/5/62. Division of responsibility established.

Interviewed two leading candidates for Promotion Manager. Recommendation forwarded by separate memorandum.

Agency preparing suggested copy and art for posters, newspaper ads, and mailing materials for consideration 9/10/62.

### Brochures

DICK NIXON'S PLEDGES FOR A BETTER CALIFORNIA - produced and distributed.

CALIFORNIA'S DAY OF DECISION - produced and distributed.

WHAT IS THE BROWN RECORD? - due from printer 9/7/62.

NIXON'S PROGRAM FOR PROGRESS - due from printer 9/7/62.

FINANCE MAILING (Cabinet Officers' endorsements) - completed and delivered to Finance Office 9/4/62.

CDC FOLDER - second revised copy and original art returned to Agency for further modification - due for review 9/11/62.

NEGRO FOLDER - initial copy and art stolen from Cris Wright's automobile - Agency preparing new layout; original copy duplicated - will review with No. Calif. Committee 9/8/62.

LABOR FOLDER - Agency and Joe Leopold preparing second copy and art suggestions for review 9/8/62.

NIXON ON COMMUNISM - suggested copy and art delivered by Agency on 8/31/62 - initial review decision to defer further consideration pending clarification of actual need.

UP AND DOWN WITH "BLUSTER" BROWN - basic art and copy approved for submission to Agency for finish 9/7/62.

#### Speakers' Bureau

Arrangements for Training meeting on 9/15/62 completed - invitations mailed with 50 acceptances to date. Four requests filled; up to date on current requests.

#### Celebrities

Office opened in Beverly Hills under direction of Sue Taurog.

Announcement press release requested of News Bureau for release by 9/7/62.

Three rally requests filled; four names confirmed for October 8 closed circuit dinners.

Ronald Reagan scheduled for statewide appearances to date. (Six)

#### Book Sales

Regular paperbacks being distributed in Southern California - 1,000 to date. Second thousand delivered and ready for sale.

Awaiting delivery of specially bound edition from New York.

Virginia Wilson coordinating headquarters requests and following through with RN schedule for maximum coverage.

Coffee Hour Script

Second draft being written by Dave Hunter for review 9/7/62.

Campaign Songs

Completed negotiations with J. Maloy Roach who is contributing two Nixon Campaign Songs, as well as printing of sheet music and cutting of recordings for sale at rallies, etc.

*Charlie*

# Herb Kalmback

## Organization -

- evaluation & replacement of leadership  
ie Richard in Orange, Sturgeon in SLO
- county meetings - financing commitments - 1<sup>st</sup> time

## Staff -

- recruitment & underwriting of field men
- 7:30 Mon. staff meetings
- coordination Cuths & Waters programs

## Special Programs -

Mexican - Sutton - LA & Carvajal - out county  
Pedilla special projects

Negro -

Veterans -

Democrat - Bozell & Jacobs

Finix positive      Chotiner negative

## Budget Control

Miscellaneous - springing space, people, furniture  
follow-up on financing, interviews for RN, trips, Chad

# Nixon for Governor

To: Bob Haldeman  
From: Herb Kalmbach  
Subject: Activities Rundown  
Distribution:

Date: August 24, 1962

You have asked for a rundown on Chad's and my activities from June 6th to date and for an outline of what we understand will be our areas of responsibility through the general election period. Following is my report.

From June 5th to date:

1. Organization. We have appointed or reappointed county and division chairmen for the fall campaign and have set up several special programs (Negroes, Mexican-Americans, etc.) which will be touched upon below.

This category of responsibility necessarily includes the job of evaluating the performance of our leadership in the Primary. This has required many meetings and telephone calls. Two examples among many include (a) the appointment of Dick Richard as Co-Chairman for Orange County with Walter Schmid (Dick had previously refused such an appointment in 1960 and earlier this year), and (b) the appointment of State Senator Vern Sturgeon as RN's Campaign Coordinator and Rosemary Maino as Co-Chairman with Mrs. Sinsheimer in San Luis Obispo County.

Also included in this category is the time spent meeting with the Nixon leadership in all areas and arranging for firm commitments for financing from each of the ten out-counties.

2. Staff. As Southern California Campaign Manager, I have the responsibility to direct the staff assigned to this area. This has been done in close coordination with your office.

As part of the field program, we have enlisted field representatives for each of the divisions in this county and have asked that each representative also handle one or more of our out-counties. See attached listing of the responsibilities assigned to these men.

These representatives have been recruited through this summer period and represent what I consider to be an outstanding group of young men. In addition to the time spent in personnel selection, I have been able to obtain underwriting for

most of these men already and am confident that we will wind up with practically everyone in our field operation completely underwritten by local business and industry.

Weekly staff meetings have been held over the past four weeks (7:30 A.M. every Monday) at which time reports are received on what has been accomplished over the past week and assignments given for the current week.

Valley Knudsen's Action Program is being handled on the staff end by Carol Arth, and I lend whatever assistance I can to make certain the objectives of the program are accomplished. Valley, Henriette, Jake Whan, etc., have matters from time to time which require my participation and assistance, e.g., Bedia Erdle, Armand Feichtmeir, etc.

Dan Waters' Contact and Win programs are built around committees, and I have been assisting Dan whenever possible in recruiting committee leadership and in helping to organize effective programs, e.g., Nationalities with Al Lawrence, etc.

3. Special Programs. Included within this category is our minorities programs, i.e., Negroes and Mexican-Americans. The Jewish vote has not been treated as a special program - we are working with key individuals in this area.

Our Mexican-American program is moving into high gear with Art Sutton as our special representative and Bob Carvajal as the out-county field man. Sutton, Carvajal and Oscar Pedilla (who will accept special assignments during the general election period) together with Phil Salterbach and Dwight Lindholm met with RN on August 22nd and expanded upon a memo outline of the program which had previously been submitted.

Sutton will work primarily in Los Angeles County with Carvajal moving about through the out-counties organizing Mexican-Americans for Nixon and coordinating closely with the Los Angeles operation. As previously stated, Padilla will handle spot assignments.

The Negro program is being handled by Cris Wright and on August 23rd RN met with Cris Wright and most of the top leadership. RN has earlier received a report from Cris and the meeting on the 23rd was to supplement the earlier written report.

Our Veterans program has been set in final form with Cap Lyon acting as our liaison point here in Southern California and Al Weinberg providing the staff assistance. As in the programs referred to above, Al has submitted extensive reports on what is being done in this area.

One comment should be made at this point, viz., that in order for these groups to "track" well with the campaign organization, it is essential that I be available whenever possible to counsel and assist these people to carry out their programs. This I have tried to do. It takes a great deal of time as you know.

4. Democrat Programs. Positive and negative Democrat programs have been initiated and are now the prime responsibility of Vince Fowler, Resident Manager of Bozell and Jacobs. Bob Finch is Vince's counsel on the Democrats for Nixon program and Murray will represent us with Vince on the negative program.

These two programs - especially the negative program - have required an inordinate amount of personal time and attention in the formulation period. Now, with each being assigned as indicated, it is anticipated that a much smaller amount of personal attention will be required in these areas.

5. Budget. I have been assigned the responsibility of making certain that all expenditures are within budgetary limits before giving approval for payment. This requires that I spend part of every day on budgetary matters including conferences with representatives from Price, Waterhouse.

Also, perhaps this is the point in this paper to recite the fact that Chad and I have been attending our weekly finance-campaign strategy meetings and, at these meetings, part of the agenda always includes budgetary reports and comments.

6. Miscellaneous. As you know, Bob, time is required to handle the many miscellaneous matters which come up daily. To list several examples: (a) locating and leasing Southern California Headquarters, (b) obtaining furniture on loan, (c) having personal interviews as a follow-up to an RN request, (d) the time and follow-up required to obtain special financing, (e) time and follow-up required incident to the many trips made on campaign business throughout So. Calif.

Also in this general category are such time consuming matters as the handling of daily correspondence, telephone calls direct from county chairmen, Lou Quinn, and everyone with a question or a request.

In this rundown I have not tried to be overly specific. Nor have I outlined much of what Chad has done and is doing. Suffice it to say, Chad and I talk on the phone or see each other several times every day through the week. There is no need for me to recite the unbelievable amount of time and effective leadership that Chad has contributed to this campaign. Chad is a salesman. And he is giving every ounce of himself in this campaign to get Dick Nixon

elected Governor of the State. One recent example of this dedication is the trip which he made on Tuesday of this week to El Centro to meet with our county committee. He knew that it is unlikely that RN will appear in Imperial County in the fall campaign and so he was adamant in his desire to make this trip in 117 degree heat to show the local populace that the campaign leadership is appreciative of their enthusiasm and leadership.

Fall Campaign:

From and after September 4th, Chad and I will be principally engaged in seeing to it that the Nixon programs are carried out with drive and enthusiasm. The test of an organization is its ability to produce results. We are confident that this organization with its many programs will produce the results required, viz., votes.

Our leadership seminar date has been firmly scheduled for September 8th, and on Saturday, September 15th, we will begin weekly meetings of our Los Angeles County and Southern California leadership including division chairmen, division finance chairmen, our Southern California Vice Chairmen (John Vaughn, Bob Reynolds, Cris Wright, Valley Knudsen, etc.), Cap Lyon, etc. These people will be required to report on how their programs are going. If we aren't getting the results, we'll make changes.

Two major rallies will be planned in October with all community chairmen, etc., invited. A major activity as has been reported in John's report is the bumper and window sticker program. We're moving on this now as John reported, and this will receive heavy stress throughout the fall period. We're going to use top athletes as our sticker leadership and are certain that will get results.

We've got our programs pretty well set. Chad and I feel that our activity during these summer months, (particularly in July) in the out-counties has set the stage so that we can concentrate throughout the balance of the campaign on L. A. County where the election will be won or lost. RN's swing in the seven counties was extremely helpful and I'm certain will pay dividends on November 6th.

## NIXON FOR GOVERNOR

To: Southern California Nixon Campaign Field Representatives  
From: Herbert W. Kalmbach, Southern California Campaign Manager  
Re: Responsibilities of Nixon Campaign Field Representatives

Each field representative is the liaison and coordinating link between the Southern California Nixon Headquarters at 3950 Wilshire Boulevard and the county, division, and community chairmen in his assigned areas. As such, he is charged with the responsibility of assisting the volunteer leadership to achieve the following objectives:

### 1. Democrats for Nixon

Nothing has higher priority than the establishment in each county, division, and community of a Democrats for Nixon Committee. Each county or division chairman should appoint a prominent registered Democrat in the area as chairman of the Democrats for Nixon Committee in that county or division. The appointed chairman should then appoint to his committee as many registered Democrats from the area as possible and also appoint a Democrats for Nixon chairman for each community in his county or division.

Each Democrats for Nixon Committee shall be charged with specific responsibilities during the fall campaign including the placement of newspaper ads and the mailing of campaign literature to a certain percentage of the registered Democrats in the area. Early in September, each Southern California Democrats for Nixon chairman will be mailed a list of the activities to be carried on by each such committee. One important objective is the opening of at least one Democrats for Nixon headquarters in each county and division before September 15th.

### 2. Registration

Registration for the fall election closes on September 13th. It is of the utmost importance that all Nixon volunteer and staff personnel do everything possible to help the regular party organization achieve their registration goals in each of their areas.

Each field representative should determine the status of the registration program being carried on by the party precinct organization by getting specific answers to such questions as:

(a) How many precincts are there in the county, division, and community?

(b) How many precinct captains and block leaders have been appointed to serve the precincts in the areas?

(c) How many precincts have actually been canvassed for registration purposes?

(d) What specific plans does the precinct organization(s) have to complete the registration drive?

In counties, divisions, or communities where the Nixon organization will have to put on a crash registration program because of failure of the Republican precinct organization to perform that function, each field representative should provide the Nixon chairmen with copies of the "ROAR" (Registration Of All Republicans) program which Ed Slevin of the Republican State Central Committee has prepared to describe the techniques for putting on such an emergency registration program.

Deputy Registrars should be stationed in each Nixon headquarters at all times.

### 3. Appointment of Community Chairmen

Each county or division chairman has the responsibility to analyze his county or division and determine the number of readily identifiable communities contained therein. Thereafter, he has the responsibility to appoint a Nixon chairman for each such community. The community chairman so named shall then have the responsibility to form the local Nixon community committee and appoint a finance chairman and treasurer.

### 4. Headquarters and Headquarters' Activities

Each community chairman shall have the responsibility to open a local Nixon for Governor headquarters. Policy as regards these offices may be stated as follows: (a) each headquarters, whether county or community, must be self-supporting, i.e., the money needed to operate the office must be raised within the county or community; and (b) each county and community Nixon committee shall determine policy on the use of the local Nixon headquarters by the other Republican candidates.

Within the framework of the above two policy statements, the following activities are to be carried on in each headquarters during the general election campaign:

#### (a) Recruit Nixon Campaign Volunteers

Voters should be recruited to work in the campaign as they drop by the headquarters to ask questions, pick up literature, etc. Also, the telephone should be used to follow up suggestions and to make cold calls to enlist volunteers.

(b) Meetings

The Nixon headquarters is the logical meeting site for the many groups concerned with the campaign. As local conditions permit, the headquarters should be offered to the other candidates' organizations and Republican Party groups as a meeting site and liaison point.

(c) Writing Telephone Numbers of All Registered Voters Onto Precinct Sheets

This activity is a necessary prelude to the later Democrat and Decline to State voter canvass and "Operation Telephone" activity. Reverse directories are used where available and the telephone number of every registered voter is written onto the local precinct sheets.

(d) Bumper-Strip & Window-Sticker Programs

A bumper-strip and window-sticker program should be immediately initiated in each headquarters. One suggestion is to appoint college and high school Nixon volunteers as captains of bumper-strip and window-sticker teams 1, 2, 3, etc. These captains will then have the responsibility of recruiting nine other youths to complete a team of ten. The production record of each team (i.e., the number of stickers actually placed on cars) should then be posted in the headquarters.

(e) Deputy Registrars

Each headquarters should have at least one deputy registrar available at all times to register people who drop by the headquarters for that purpose or for any other purpose. This is part of our responsibility in the registration effort and is a must for the period between now and September 13th.

(f) Literature, Pins, Jewelry

Campaign literature, pins, and jewelry items should be available in each headquarters. Proceeds from contributions for jewelry items can provide an additional source of revenue for the underwriting of "Operation Telephone" and other costs of headquarters operation.

(g) Liaison with Local Party Organization

Close coordination with the local party organization must be one of our primary objectives. Each Nixon headquarters can serve as the local contact and liaison point with the local party organization.

Every effort should be made to enlist all Republicans in the campaign. On our own initiative, we should contact and recruit former Shell supporters -- not only will such action do much to insure a maximum Republican turnout at the polls on November 6th, but such may well result in the obtaining of mailing lists and possible additional headquarters sites.

As stated in (g) above, every Nixon chairman should establish close and cordial relations with the Republican chairman in his county, division or community. Specifically, all Nixon workers who are Republicans should be encouraged to take a position in the Republican precinct organization as a precinct captain, block worker or deputy registrar or even at a higher level while continuing to be active in the Nixon organization. There is no reason why a person cannot be active in both organizations, and we have agreed to try to provide additional manpower to the precinct organization.

Nixon workers who are Republicans but who do not want to accept a definite assignment in the precinct organization should be encouraged to at least help the precinct organization one or two evenings or afternoons a month by joining in a door-to-door registration canvass under the supervision of the precinct organization. No activity is more important to the success of the Nixon campaign.

Nixon workers who are not willing to go door-to-door should be asked to help with the registration drive by preparing registration cards for the canvassers as described in the precinct captain's handbook. This can be done at home or at a headquarters.

If the precinct organization advises us that there are some precincts which will not be covered door-to-door, we should conduct a telephone registration canvass in those precincts. This is done by comparing precinct sheets with reverse directories with the aid of precinct maps. The precinct organization has detailed instructions for each phase of this type of campaign. This activity should be undertaken only if sufficient volunteers are available and is not part of the campaign "Action" program.

Every Nixon community chairman should start to compile a list of Nixon workers who are not members of the precinct organization but who are willing to go door-to-door on election day and turn out the vote. Beginning in September, their names should be given to the Republican precinct organization so they can be given Victory Squad assignments. No other job is more important on election day.

One of the main activities in the "Action" program is "Operation Telephone." This activity involves the telephoning of all Republicans, "friendly Democrats" and "Decline to States" on November 1, 2, 3 and 5. To lay the groundwork for this activity, Nixon community chairmen should have the telephone numbers of all voters put on all precinct sheets. This is a time consuming operation and as stated in (c) above should be started immediately.

Workers in increasing numbers will be volunteering for positions in the Nixon organization, especially after Labor Day. It is the responsibility of every chairman to set up an efficient procedure for welcoming all volunteers and promptly giving them assignments. Nothing ruins morale more than to volunteer and not be put to work.

Every community chairman should give his county or division chairman a report on the status of his organization. This should

include the number of workers recruited and the names, addresses and telephone numbers of the people who have assumed major responsibilities, such as telephone chairmen, etc. The report should also describe what activities are being conducted and the address and telephone number of the community headquarters, if any. It should also describe any problems on which assistance is needed. The reports should be passed on by the county and division chairmen to their Field Representatives at 3950 Wilshire Boulevard in Los Angeles.

Regular weekly breakfast meetings of the Southern California Nixon Campaign Field Staff personnel were begun on Monday, July 30th, and will continue throughout the general election period. Each field representative will be expected to report on his accomplishments of the past week and will receive assignments for the week ahead. To conclude, the success of the Nixon campaign in the field in Southern California will depend in no small degree on the skill and managerial competence with which each field representative meets his responsibilities in his assigned areas.

\* \* \* \*

Field Report as of \_\_\_\_\_  
Field Representative

1. County/Division/Community: \_\_\_\_\_

2. Chairman/Co-Chairmen: \_\_\_\_\_

3. Finance Chairman/Co-Chairmen: \_\_\_\_\_

4. Treasurer (County/Community only): \_\_\_\_\_

5. Headquarters address: \_\_\_\_\_

6. No. of communities in County/Division: \_\_\_\_\_

7. No. of Community Chairmen appointed: \_\_\_\_\_

8. No. of headquarters open: \_\_\_\_\_

9. Action Program Chairman:

10. Operation Telephone Chairman:

11. Coffee Hours Chairman:

12. Volunteers Chairman:

13. Nixonettes Chairman:

14. Jewelry Chairman:

15. Negro Vice Chairman:

16. Mexican-American Vice Chairman (County only):

17. Democrats for Nixon Chairman:

18. No. on Democrats for Nixon Committee: \_\_\_\_\_

19. Bumper and window sticker chairman:

20. No. of bumper and window sticker teams: \_\_\_\_\_

21. Publicity Chairman

22. Contact and Win Program

Registration Drive

23. Have appropriate party precinct organizations been contacted: \_\_\_\_\_
24. Number of precincts in area: \_\_\_\_\_
25. How many precinct captains and block leaders have been appointed by the Republican precinct organization to serve the precincts in that area:  
\_\_\_\_\_
26. How many precincts have been canvassed for registration purposes: \_\_\_\_\_
27. Is there a definite plan for completing the registration drive by Sept. 13: \_\_\_\_\_
28. Will the Nixon organization have to handle the registration drive in the area: \_\_\_\_\_
29. Have precinct sheets been distributed to Nixon Community Chairmen: \_\_\_\_\_
30. If 29 is no, have arrangements been made for prompt distribution: \_\_\_\_\_

INTER-OFFICE MEMORANDUM

**N i x o n   f o r   G o v e r n o r**

To: Mr. Richard M. Nixon  
From: John R. Kalmbach  
Subject: Field Operation Since Primary Election  
Distribution: Bob Haldeman and H. W. Kalmbach

Date: August 24, 1962

REGISTRATION

Have distributed Deputy Registrars applications to all Community Chairmen in Los Angeles County area and have signed up approximately 125 registrars. Then registrars are assigned to headquarters and precinct organizations. Our field men work closely with precinct organizations and furnished names of our volunteers for blitz work.

FIELD MEN

A field man has been assigned to each of the six divisions in Los Angeles County and outlying counties. Also, have full-time field man working San Diego, Orange, and Imperial counties. These men are working at no cost to the campaign.

SOUTHERN CALIFORNIA HEADQUARTERS

We have opened the new Southern California Headquarters at 3950 Wilshire Boulevard, and have obtained financing to underwrite the total rental and borrowed all furniture required.

BUMPER STICKER PROGRAM

Have embarked in multiple bumper sticker program which includes Community Headquarters, YR Groups, and Teen Age Republicans. Also formulating new group comprised of youngsters, ages 10 - 14 years, working door to door under committee of well-known athletes in Los Angeles area.

Blitz for August 25 scheduling for Sherman Oaks, North Hollywood, Arcadia, El Monte, West Covina, Beverly Hills, Huntington Park, Palos Verdes, and Long Beach.

COMMUNITY CHAIRMEN/HEADQUARTERS

To date, have 80 Community Chairmen appointed in Los Angeles County with good progress in the outlying counties. Have 27 headquarters open in Los Angeles County.

N i x o n f o r G o v e r n o r

To:

Date:

From:

Subject:

Distribution:

FIELD DIVISION

Registration

Deputy Registrar applications distributed to all Community Chairman - Los Angeles County area.

Signed up approx. 125 Registrars.

Registrars are being assigned to headquarters and precinct organizations.

Field men are working closely with precinct organizations; furnishing names of our volunteers for blitz.

Field Men

Field man now assigned to each of 6 divisions in Los Angeles County and outlying counties.

Full-time field man working in: San Diego  
Orange  
Imperial

No cost to campaign.

Southern California Headquarters

Opened last week at 3950 Wilshire.

Total rental has been underwritten; furniture on loan.

Lights, signs, flags.

# N i x o n f o r G o v e r n o r

To:

Date:

From:

Subject:

Distribution:

FIELD DIVISION - con't.

## Bumper Sticker Program

Multiple programs now under way, including:

Community Headquarters  
YR Groups  
Teen Age Republicans

also..new group being formed  
- aged 10 to 14 - working door to door  
under Committee of well-known athletes  
in Los Angeles area.

Blitz scheduled August 25th for -

Sherman Oaks  
North Hollywood  
Arcadia  
El Monte  
West Covina  
Beverly Hills  
Huntington Park  
Palos Verdes  
Long Beach.

## Community Chairmen/Headquarters

80 Community Chairmen appointed in Los Angeles County  
- and 27 L.A. Ct. Headquarters open.

Outlying counties setting up fast.

## Nixon for Governor

To: RN

Date: 23 August 1962

From: Carol Arth ~~Arth~~

Subject: Progress Report on Special Projects

Distribution:

OPERATION TELEPHONE

Money coming in for banks of phones.

Operation Telephone Primer written, printed, being distributed today.

Poll of Democrats and DSs

Using theory of taking candidate first where you have best sales opportunity, 11 Southern California counties have been scientifically "phased out" from Prime to Lousy. Theory accepted and in operation in 6 counties (LA, Ventura, Santa Barbara, San Bernardino, Riverside and Orange. Other 5 immediately after Labor Day.)

Theory being tested and proving out in LA County test areas. Polling not less than 15 precincts per test area. Percentages for RN running from 30-35% in Prime areas down to 3-5% in Lousy areas. Exact figures by area available next week., when testing stops and straight polling begins.

Most communities have accepted and will carry out program to mail RN color postcard 10 days before election to every Democrat and DS without a phone in their precincts.

Headquarters has almost completed survey to establish number and location of banks of phones for 11 counties.

Precinct Coffee Hours

Urging one or more per precinct in 11 counties - 18,610.

Meetings held with leaders of program and materials and recommendations provided.

Pat Nixon has agreed to participate each Tuesday in October in Coffee Hours scheduled by Valley Knudsen.

Nixon for Governor "Action Package" Demonstration Day

Scheduled for Tuesday, September 18, from 10 until 4 at Statler-Hilton Will attract approximately 500 chairmen of "Action Package" programs in 11 counties - Operation Telephone, Precinct Coffee Hours, Nixonettes, and Nixon Jewelry

RN scheduled as luncheon speaker and Pat as participant in Coffee Hour demonstration

KEY Program

Meeting Tuesday this week with LA County KEYS, Al Moscow and Carol Arth Each community KEY to up number of workers from 15 to 20 or more

First assignment re LATimes "Debate" editorial (and news coverage of same subject) made this morning to LACounty, Orange County, and 6 Bay area counties

Speakers Manual

One supplement since the Primary. Second out right after Labor Day.

**SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION**

3956 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

**WENNY HENSON**  
Vice Chairman  
Chairman "Action Package"

**HENRIETTE CONGILL**  
Co-ordinator  
Vice Chairman "Action Package"

**"ACTION PACKAGE" FACT SHEET**  
**GENERAL ELECTION**

The "Action Package" is made up of these five campaign action programs:

1. Precinct Coffee Hours
2. Operation Telephone
3. Nixon Jewelry
4. Nixonettes
5. Headquarters Volunteers

"Action Package" seemed a logical title to describe these programs since they are closely inter-related and the success of each program is dependant upon the recruiting of large numbers of volunteer workers for Nixon throughout the state.

**Precinct Coffee Hours**

There are 18,610 precincts in the 11 counties of Southern California. 60% of the entire vote of the state is in these counties. 40% of it is in Los Angeles County.

At least one Precinct Coffee Hour in each of these precincts should be the vehicle for: (1) recruiting telephoners for "Operation Telephone"; recruiting Election Day workers; recruiting volunteers for giving additional Precinct Coffee Hours, working at home and at Headquarters, and; (2) raising the money to buy the telephones for the "Operation Telephone" Blitz.

**Operation Telephone**

"Operation Telephone" is a successfully tested means of increasing the vote cast for our candidate by as much as 17 to 26%. It requires large numbers of volunteer workers to:

- 1) enter telephone numbers of Republicans, Democrats and voters who Decline to State their Party (DS) on precinct sheets;
- 2) take a poll by phone of all Democrats and DS's who have phones to determine which ones support Nixon or are undecided;

- 3) write and mail Nixon postcards to all registered Democrats and DS's without phones; and,
- 4) do supervised telephoning during the 4-day "Operation Telephone Blitz" immediately preceding Election Day (excluding Sunday).

### Nixon Jewelry

Women and girls who donate money for Nixon Jewelry and wear it on all occasions (and give it as gifts to friends!) will not only be giving publicity to our candidate, but also, through their financial contributions, will help pay for the telephones for the "Blitz".

### Nixonettes

Are the cake frosting, the brass band, the personification of youthful enthusiasm in our campaign to elect Nixon Governor. They will add color to rallies, Headquarters' Openings, candidate appearances, meetings, shopping center and downtown tours, and parades. Through distributing Nixon buttons and literature, they will spread the word about Nixon, and, we hope, become politically interested and active for good government the rest of their lives.

### Headquarters Volunteers

Headquarters Volunteers are included in the "Action Package" because it is vital that each person--man or woman, young or old--be used to maximum advantage in the campaign work to be done, and because your local Headquarters is the focal point for receiving and assigning Nixon supporters who volunteer to work.

**HERE IS YOUR "ACTION PACKAGE"**

You will find enclosed the kit of "ACTION PACKAGE" memoranda for the General Election. As you read through them and familiarize yourself with these important campaign activities, you will find reference made in four of them to certain attachments which are essential to, or recommended for, a particular program. The attachments are included only in the kits which are sent to the chairmen of the programs. We felt a general mailing of these materials which relate to specific programs would be wasteful and unnecessary.

**OPERATION TELEPHONE**

For those of you who are Chairmen for Operation Telephone, a small supply of the cards to be completed by telephoners making the Democrat and DS poll is included. Additional cards will be brought to you by the Headquarters Field Representative assigned to your county (or Division in Los Angeles County).

**WIN WITH NIXON!**

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package"

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

BULLETIN !

TO: All Women Vice-Chairmen, Coordinators "Action Package", and Chairman individual programs in "Action Package"

FROM: Valley Knudsen, Vice Chairman, Chairman "Action Package"  
Henriette Cowgill, Vice Chairman, and Coordinator "Action Package"

We are so very pleased to be able to announce the appointment of Mr. Carter Ludlow as director of publicity for the "ACTION PACKAGE" programs of the Southern California Nixon for Governor campaign. Mr. Ludlow brings to this assignment approximately 23 years' experience as a newsman in the Los Angeles area. He is already known and admired by many of you who will read this bulletin.

Please feel free to call on him at any time for any advice on publicity, public relations or promotion of the "ACTION PACKAGE" programs - - Operation Telephone, Precinct Coffee Hours, Nixonettes, and Nixon Jewelry. His phone number is: 385-9161, station 52.

We would greatly appreciate your sending a copy of any release that you give to your local paper to this office, addressed to: "ACTION PACKAGE", 3950 Wilshire Blvd., Los Angeles 5, California. In many instances, this will help us secure wider coverage for the campaign through further use of your ideas.

WIN WITH NIXON !

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3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package "

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

"ACTION PACKAGE" MEMO

TO: All Women's Vice Chairmen, Action Package Chairmen, and Chairmen of  
Operation Telephone, Precinct Coffee Hours, Nixon Jewelry, and  
Nixonettes  
FROM: Carter Ludlow, Director of Publicity, ACTION PACKAGE

If you need any advice on public relations or publicity relating to  
your program in the "Action Package", project of the Southern California Nixon  
for Governor campaign, don't hesitate to call me at 385-9161, station 52  
(Los Angeles).

Every mention of the campaign will be valuable and it may be possible  
that provocative angles can be found to make a story more newsworthy.

You're sure to do a fine job, but, if I can be of any assistance, I'm  
here for that purpose.

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package"

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

HEADQUARTERS VOLUNTEERS  
GENERAL ELECTION

"ACTION PACKAGE" MEMO

TO: All Nixon County, Division, and Community Chairmen and  
Headquarters Managers  
FROM: Betty Haldeman, Headquarters Volunteer Chairman,  
Southern California  
SUBJECT: Nixon Volunteers

Together, the Nixon volunteers and the Nixon staff have a great opportunity and responsibility to bring victory for Dick Nixon and California on November 6. Neither one can do the job alone.

Usually, volunteers are the ones who recruit other volunteers from among their friends, neighbors and associates.

Additionally, you have on hand the green cards completed by thousands of Nixon supporters which have been forwarded to you from Southern California Campaign Headquarters.

We urge you to make maximum use of all these recruits--both mentally and physically. Please make sure that none of the Nixon volunteers in your community say, "I offered to help, but I guess they didn't want me. No one ever contacted me."

Suggestions:

1. Consider the idea of asking a group of Nixon supporters who are experienced in community affairs to evaluate all volunteers so that maximum use can be made of their time, talents, and interests.
2. The volunteer cards for these people should be given to the appropriate activity chairman for follow-up and assignment, ie., Publicity, Speakers' Bureau, Rallies, Operation Telephone, Precinct Coffee Hours, Jewelry, Nixonettes, Mailings (addressing, stuffing, etc.), Headquarters Volunteer Chairman, Book sale, etc.

3. The KEY to a well run and happy Headquarters usually rests with the Volunteer Chairman who directs the day-to-day Headquarters' activities. Most Headquarters find that a "Chairman of the Day for Volunteers" works best. For each day that your Headquarters is open, find a responsible and capable volunteer who will agree to be "Chairman of the Day" one day a week for the duration of the campaign. She is responsible for coordinating all activities that require the assistance of volunteers.
4. All volunteers working in your Headquarters are representatives of our candidate; friendliness and courtesy to all who enter is a must.
5. Be sure your Headquarters' receptionist has a friendly welcome for ALL and is thoroughly trained in answering questions and assisting the visitor.
6. Your Headquarters should have a Deputy Registrar. A sign in the window should inform passers-by.
7. Make an attractive display of Nixon Jewelry, Nixon's "Six Crises", and other campaign materials.

**REMEMBER!** There is a job for every one in this campaign--but people want to be asked to help and given a job that interests them.

We at Southern California Headquarters are here to help you. Any questions and recommendations as to a more effective organizational operation are most welcome.

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3903 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package"

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

"ACTION PACKAGE" MEMO

TO: All County, Division and Community Nixonette Chairmen  
FROM: Mrs. Frederick Sturdy,  
Nixonette Chairman, Southern California  
SUBJECT: "NIXONETTES" - General Election

Nixonettes are to campaign events what a brass band is to a parade--the color and the flavor that make you want to join up and WIN.

NOW is the time to organize the NIXONETTE TEAMS in your town. A good dish doesn't have ginger in it unless you add it.

Think in terms of how MANY teams of NIXONETTES, not how few. You'll need them for rallies, meetings, touring shopping centers to distribute buttons and literature, greeting the candidate, and as "reserve troops" for emergencies.

Our goal is 10,000 NIXONETTES.

Here's How to Recruit Them

1. Ask your Nixon Community Chairman for the list of all the Nixonettes and their chaperones who worked in the 1960 campaign and in the 1962 Primary campaign.
2. Telephone or go to see them and ask them to be Nixonettes again in this campaign.
3. Get in touch with any young women who have expressed a desire - by letter, phone, or in person - to be Nixonettes.
4. If there were "Shell's Belles" in your town, ask them to become Nixonettes.
5. Make sure that the Nixonette Teams you organize are a cross-section of your town.

"NIXONETTES" - General Election (continued)

Nixonette Teams

1. Chaperon

For each team of ten Nixonettes, there must be a chaperon over 21 years of age who will be responsible for the team and will accompany them to all events and stay with them until they leave. This person could be the mother of a Nixonette, an older sister, or a responsible volunteer who enjoys working with young people.

2. Team

If the ten Nixonettes choose to elect or select a fellow Nixonette as Team Captain, this will not replace, but will supplement the adult chaperon.

3. Age of Nixonettes

High school (9th grade through Senior year); college girls; and, young married women.

NOTE: This diversity is recommended because occasions will arise when students will be in school or studying. You will have to call on college students or on young women who are more free to appear at daytime events and emergency activities. In other words, organize some "reserve troops" for emergencies you know will occur.

4. Instruction Meeting

When your first one or two teams are recruited, call the Nixonettes and their chaperones together at Headquarters or your home for a meeting to instruct them about dress, accessories, what to do at campaign events, permission slips (for high school students) for Nixonette activities (sample Page 2a), and the ground rules for participation. You also will want to tell them about the official Nixonette identification card and the gift medallion which is the official emblem.

Participation in Campaign Events

1. Tell the Nixonettes and their chaperones that you will meet (or have met) with your Nixon Community Chairman and Nixonette County Chairman to discuss all campaign

SAMPLE PERMISSION SLIP FOR NIXONETTE ACTIVITIES

I hereby give permission for my daughter \_\_\_\_\_  
to attend the Nixonette campaign activities during the  
duration of the campaign. I understand there will be a  
chaperon in charge. I assume full responsibility for  
\_\_\_\_\_.

(signed) \_\_\_\_\_  
(date) \_\_\_\_\_

events in which Nixonettes should take part. These should include candidate rallies, Headquarters openings, Nixon appearances, picnics, fairs (Nixon booths), shopping center and downtown tours to distribute Nixon buttons and literature, etc.

2. Make a list of these events including where and when they will take place, and give a copy to each Nixonette. In this way, the girls and their parents will be alerted in advance. As new events are added to the campaign calendar send a copy to each Nixonette so she can be prepared.
3. Distribute copies of the "Ground Rules" for Nixonettes and copies of the recommended attire list (samples of both attached) and discuss them thoroughly with the Nixonettes and their chaperones. As new Nixonettes are recruited, see that each one receives a copy.
4. Show the Nixonettes and their chaperones the picture of the Nixonette medallion (attached) and the sample official Identification Card (attached).

Tell them that the chaperon for each Team of Ten will receive the Medallions and Cards from State Headquarters as quickly as the names, addresses and phone numbers of the chaperon and the members of her Team are sent to State Headquarters. You should prepare for an appropriate presentation ceremony when they are received.

Number of Teams for Your Town

You are the best judge of this. Remember that many girls and young women want to do all they can to help elect Dick Nixon Governor. Remember, too, that different Teams can be scheduled for different events. Some days during the campaign, you may have need for Nixonettes in 2 or 3 different places-- a rally, a coffee hour, and distributing buttons and literature in a shopping center.

"GROUND RULES" FOR PARTICIPATION

1. If possible, Nixonettes are to pay for their own accessory kits which sell for \$2.00 each.
- \*2. Nixonettes should refrain from chewing gum during campaign events and from dancing the Twist or similar dances.
3. A Nixonette smile, friendly attitude and willingness to be helpful at all times will generate enthusiasm at campaign events. Nixonettes should be reminded to mix with the audience at all events and be cautioned not to form into small groups, talking only to their friends.
4. Nixonettes do not solicit funds.
5. Remind Nixonettes to keep their pompoms moving when greeting the candidate, a visitor, or when a speaker is applauded.
6. Urge the Nixonettes to wear their medallions at all times. They are great conversational pieces.
7. The chaperones are responsible for implementing these "ground rules".

Remember!

Nixonettes lend themselves to publicity, color, drama, enthusiasm and excitement. It is important that the girls be attractive and energetic.

RECOMMENDED ATTIRE

Mrs. Peter J. Felker, Jr., Nixonette Accessory Chairman for Southern California, is responsible for assembling accessories for the Nixonette costume featuring our California state colors--blue and gold. The accessories, as they are designed, help to emphasize the attractiveness of our Nixonettes and add color to all events.

Mrs. Felker (Madolyn) urges you to anticipate the number of accessory kits you will need for your girls and asks that you send your check for your order to Allied Service and your lists of Nixonettes to Southern California Headquarters as quickly as possible. Please remember that all the kits are assembled by Nixon volunteers before they are sent to Allied Service for storage and shipping. They, like you, are volunteering their time to elect Nixon Governor. They, like you, are happier when they know in advance how many hours they are needed at a certain time.

NOTE: Nixonette Accessory kits should be ordered directly from (and checks made payable to):

Allied Service Units  
5419 South Vermont  
Los Angeles 37  
California  
Telephone: PLeasant 8-4141

Each kit is \$2.00. Your check should accompany your order.

Dress: white shirtmaker with full skirt preferred, or shirtmaker blouse and full white skirt; high heels; white cotton gloves

Accessory Kits: -white straw sailor hat banded in gold ribbon with "NIXON FOR GOVERNOR" lettered in blue... gold streamers;  
-gold satin band with "Nixonette" lettered in blue to be pinned to shoulder and waist at opposite side;  
-white baskets, decorated with blue rosettes, to be filled with "ELECT NIXON GOVERNOR" buttons for distribution at all events;  
-gold and blue pompoms

"NIXONETTE" medallion to be pinned at shoulder height on gold satin band

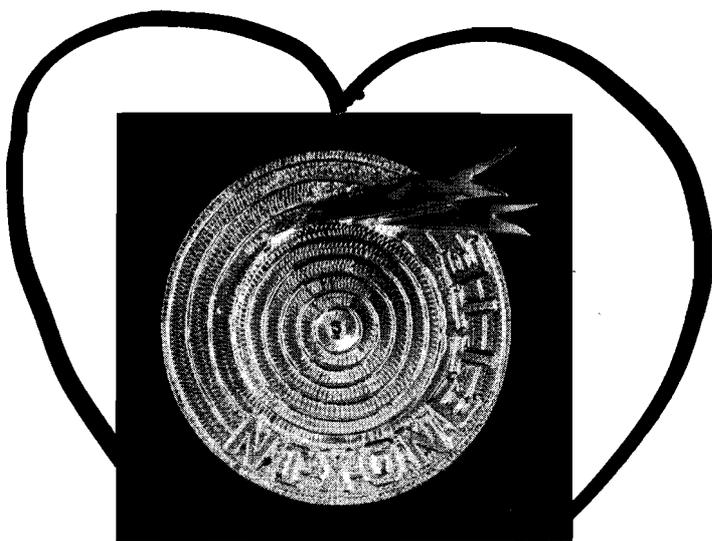
Oma Umhey, So. Cal. Jlry Chairman  
2639 N. Commonwealth  
Los Angeles 27, California  
1962

Dear Jewelry Chairman

Our manufacturer is offering these outstanding campaign jewelry pieces and for your convenience they will drop ship to you directly. A 50% deposit with the balance C.O.D. is satisfactory or you may send your check in advance for the total, in which case they will pay the postage.

Be sure to add the 10% excise and 4% state tax to the quoted prices.

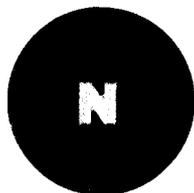
Illustrations are actual size



NIXONETTE Pin--gold plate  
(issued exclusively from  
Nixon Headquarters)



NIXON "STATE" PIN \$1.00  
gold plate with pearls or  
rhodium plate with rhinestones



NIXON "N" tie tack (or lapel  
ornament)--gold plate--13¢ each



NIXON "STATE" tie tack (or  
lapel ornament)--gold plate  
17¢ each

SEND ORDERS TO  
CARL ENTENMANN & SON  
146 W. 18 St.  
Los Angeles, California

  
OMA UMHEY, Chairman

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3908 Wilshire Blvd., Los Angeles 5, DUNKIRK 5-9161

Valley Knudsen, Chairman

Henriette Cowgill, Vice  
Chairman, Coordinator  
"Action Package"

GENERAL ELECTION "ACTION PACKAGE"

MEMO TO: NIXON JEWELRY CHAIRMAN

FROM: Mrs. Harry Umhey, Southern California Nixon  
Jewelry Chairman

There seems to be so little time for the big things we want to accomplish. Building up the fund for Operation Telephone is one of the most important activities for the November Election. Many of the organized groups are ordering jewelry and are receiving donations for it now.

We are most eager to have this NIXON JEWELRY on display in the NIXON HEADQUARTERS. This is the quickest way to make people aware we have the jewelry and for you to receive their donations to start building your own Telephone Fund.

Some of the jewelry manufacturers will forward jewelry to your NIXON Headquarters on 30 day consignment without your sending any money in advance. At the end of 30 days, you may return what you have not disposed of.

Other manufacturers cannot afford to do this, but will make up a small package for your Headquarters if you send them \$25.00 or a reasonably small order.

NIXON JEWELRY: Manufacturers who will send you up to \$50.00 worth of Jewelry on 30 day consignment.

Gerald Sears Co.  
Mr. Lawrence Corb  
607 South Hill Street, Los Angeles 14 MA 3-1995

NIXON JEWELRY: Manufacturers who require \$25.00 deposit at time of order.

1. Entenmann & Son  
Mr. Leo Rovin  
146 West 18th Street, Los Angeles Richmond 9-1215
2. International Commerce Exchange  
Mr. Andrew Spinks  
448 South Hill Street, Los Angeles MA 4-8703

Mr. Spinks has both the Nixon Jewelry and the STATE - emblem type of NIXON JEWELRY. He cannot send jewelry on consignment but perhaps you could order enough to make a display in your NIXON Headquarters.

3. Darcy Specialties Co., Inc.  
Mrs. Sheila Roth  
1917 Westwood Blvd., Los Angeles 25 GR 3-8736

We are enclosing a picture of their jewelry. Also, they have a STATE gold pin with NIXON inside, which is attractive. They do not mail out on consignment.

NIXON JEWELRY  
 PRICE LIST - AS NUMBERED ON DISPLAY  
 AT STATE HEADQUARTERS

1. Circular Goldplated Fob Pin w/Cultured Pearl; Supplier's Stock #N-4; 70 cents ea. (minimum 10) J. Freides Stationery Co. 320 5th Avenue., NYC
2. Circular Goldplated NIXON Pin; Supplier's Stock #N-13; 50 cents each (minimum - 10) J. Freides Stationery Co. 320 Fifth Ave.; NYC
3. Round Sunburst Goldplated Pin; Supplier's Stock #N-6925; 25 cents Waldman Button Co. 552 Seventh Ave.; NYC 18
4. Circular Goldplated Sunburst Pin w/Cultured Pearl; Supplier's Stock #N-9 60 cents ea. (minimum - 10) J. Freides Stationery Co. 320 Fifth Ave.; NYC
5. Gold Car Key; (may be cut to fit all domestic cars) 60 cents ea. Gold Keychain; 60 cents ea. Lacquer - Graph, Inc. Attn: L. Mann - RA 3-2321 or RI 7-0555 317 N. 21st Street Montebell
6. Script Gold Pin; Supplier's Stock #N-613; 13 cents ea. Waldman Button Co. 552 Seventh Av.; NYC 18
7. NIXON Goldplated Pin; Supplier's Stock #N-12; 18 cents each J. Freides Stationery Co. 320 Fifth Avenue; NYC
8. "N" Pin (Gold); 12 cents ea. Entenmann & Son, Mr. Rovin 146 W. 18th St., L.A. RI 9-1215
9. NIXON Lapel Pin; Supplier's Stock #N-600; 8 cents ea. Waldman Button Co. 552 Seventh Ave., NYC 18
10. Gold Key Ring 75 cents ea. (min. 1 Doz.) Darcy Specialties Co, Inc. 1917 Westwood Blvd., L.A. 25
11. Pearl Bracelet, gilded letters spell NIXON; 75 cents ea. (min. 1 Doz.) Darcy Specialties Co., Inc. 1917 Westwood Blvd., LA25
12. Gold & Pearl Bracelet; gilded letters spell NIXON: 75 cents ea. (min. 1 doz.) Darcy Specialties Co, Inc. 1917 Westwood Blvd., LA 25
13. Sunburst Gold & Pearl Bracelet; Supplier's Stock #N-6901; 35 cents ea. Waldman Button Co. 552 Seventh Ave., NYC 18
14. Sunburst Gold Bracelet; Supplier's Stock #N-6900; 35 cents ea. Waldman Button Co. 552 Seventh Ave., NYC 18
15. Circular Goldplated Pearl Bracelet; Supplier's Stock #N-14; 50 cents ea. J. Freides Stationery Co. 320 Fifth Ave.; NYC 18

- |   |  |
|---|--|
| 16. NIXON-California Pin<br>15 cents ea.(lots of 10M)   | Entenmann & Son - Mr. Rovin<br>146 W. 18th St., LA RI9-1215                      |
| 17. 1½" Square Flasher Pin<br>10½ cents each  | Associated Advertising Spec.<br>3207 W. Jackson Blvd., Muncie<br>Indiana         |
| 18. Goldplated Tie Bar; Supplier's<br>Stock #N-5; 25cents ea.<br>(minimum -20)                      | J. Freides Stationery Co.<br>320 Fifth Ave.; NYC                                 |
| 19. Key Chain-Loose gilded letters<br>spell NIXON; 75 cents ea.<br>(minimum - 1 doz.)               | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., LA 25                        |
| 20. Plastic Car Aerial Pennants;<br>\$15.00 per hundred in lots of<br>1,000.                        | Wesley Case<br>402 Goodland Place, N.Holly-<br>wood, California                  |
| 21. Pearl Necklace -Loose gilded<br>letters spell NIXON: Adult size;<br>75 cents ea. (min. - 1doz)  | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., LA 25                        |
| 22. Pearl Necklace -Loose gilded<br>letters spell NIXON; child size;<br>75 cents ea. (min. - 1 doz) | Darcy Specialties Co., Inc.<br>1917 Westwood Blvd., LA 25                        |
| 23. Gold Chain Necklace; 75 cents ea.<br>(min. - 1 doz.)  | Darcy Specialties Co, Inc.<br>1917 Westwood Blvd., LA 25                         |
| 24. Jeweled rhinestone NIXON Pin;<br>Supplier's Stock #N-619; 25 cents                              | Waldman Button Co.<br>552 Seventh Ave., NYC 18                                   |
| 25. NIXON -California Pin; 15 cents<br>ea. (in lots of 10M)   | Entenmann & Son - Mr. Rovin<br>146 W. 18th St., LA,RI9-1215                      |
| 26. Goldplated NIXON Pearl Bracelet;<br>Supplier's Stock #N-14; 50 cents<br>(minimum 10 pcs.)       | J. Freides Stationery Co.<br>320 5th Av., NYC                                    |
| 27. 1-½" Flasher Round Pin<br>(California); 22 cents ea.  | Dimensional Research Corp.<br>149 Starlite Street<br>South San Francisco, Calif. |
| 28. 3" Flasher Round Pin;<br>(I'm for Nixon); 32 cents ea.  | Dimensional Research Corp.<br>149 Starlite Street<br>So. San Francisco, Calif.   |
| 29. Gold Sunburst Key Chain;<br>Supplier's Stock #NKR-655;<br>25 cents ea.                          | Waldman Button Co.<br>552 Seventh Ave., NYC 18                                   |

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package"

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

"ACTION PACKAGE" MEMO

TO: All County, Division and Community Precinct Coffee Hour  
Chairmen  
FROM: Mrs. Lawrence Frankley, Precinct Coffee Hour Chairman,  
Southern California  
SUBJECT: PRECINCT COFFEE HOURS, General Election

There are 18,610 precincts in the 11 counties of Southern California. How many of these precincts are in your town? Can you have a Precinct Coffee Hour in each one before November 6? The purpose of a Precinct Coffee Hour--with paper cups and simple refreshments--is to bring together women and men in your precincts who will; (a) organize or join a Telephone Team of Ten to telephone voters the four working days before November 6; (b) agree to help buy a phone for the "Operation Telephone Blitz"; (c) agree to give a Precinct Coffee Hour; or (d) sign up to help get out the vote on Election Day.

Here's How To Do It

1. As Precinct Coffee Hour Chairman, you kick off the coffee hours in the area for which you are responsible. You invite women who you think will be future hostesses to your home or local Nixon Headquarters for coffee and doughnuts.
2. Make arrangements for a good speaker from your local Nixon Headquarters.
3. Secure Nixon campaign materials (buttons, bumper and windshield stickers, and pamphlets) from your local Headquarters. Impress those attending with the importance of putting the stickers on their cars ("moving billboards" for Nixon), wearing the buttons, and reading and passing on the written materials.
4. Make arrangements with your local Nixon Jewelry Chairman to have jewelry on hand. Donations received for the jewelry can help with campaign expenses and help pay for phones to be used during "Operation Telephone Blitz".

5. Be sure that your local Nixon Publicity Chairman knows the time, location and other details of your Precinct Coffee Hour so that she (or he) can give your local news media a story about the event.
6. As Precinct Coffee Hour Chairman, consider the added news value in scheduling a number of Nixon Precinct Coffee Hours on the same day at the same time or, a week of Precinct Coffee Hours scheduling several for each day, one in every precinct.
7. Carefully explain to those women and men who attend the Precinct Coffee Hours the basic reason for their being there: WE NEED THEM TO WIN WITH NIXON.

THIS IS HOW THEY CAN HELP:

1. You will receive from us pads of volunteer sign-up sheets for you to distribute to those women who volunteer to give Precinct Coffee Hours. Each sheet is to be signed in triplicate by the men and women attending. (NOTE: You don't have to worry about carbon paper in making copies of the list. The first 2 sheets have an invisible carbon backing. Ask the volunteers to exert slight pressure when PRINTING their name, address, and phone number on the sign up sheet. This makes the copies.)
2. You might want to divide the guests into Telephone Teams of Ten. Each Team member should agree to (and sign up to) pay 1/10th of the cost of one telephone and pledge herself to telephone 3 hours during the 4-day "Blitz" immediately preceding Election Day, Tuesday, November 6--Thursday, Friday, Saturday, and Monday. "Buy a Phone and Man a Phone."
3. It is important that the lists in #1 be made in 3 copies-- (1) one for your local "Operation Telephone" Chairman; (2) one to be mailed immediately by you to the Southern California "Operation Telephone" Chairman so that your volunteers can be placed on the general campaign mailing list and receive a note of thanks from Dick Nixon, and; (3) one for yourself as Precinct Coffee Hour Chairman so that you will have a record of the guests who should be urged by you to give Precinct Coffee Hours themselves.
4. We are attaching to this memo a supply of "Volunteer Sign-Up" cards which you should give to your Precinct Coffee Hour Hostesses. Each guest should be given a sign-up card on which she (or he) will indicate the Nixon campaign job he wants to do. These sign-up cards should be completed, signed (please have them PRINT), and returned to the hostess who sends them to your local Headquarters Volunteer Chairman for follow-up and assignment.

# **NIXON** **for Governor**



***ABC's***

***of Operation Telephone***

SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION

3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161

VALLEY KNUDSEN  
Vice Chairman  
Chairman "Action Package"

HENRIETTE COWGILL  
Co-ordinator  
Vice Chairman "Action Package"

How to Give a Precinct Coffee Hour

1. Invite your neighbors into your home for coffee and doughnuts. Use paper cups and plates. Please keep it simple. (NOTE: Recently, one of the greeting card companies designed a wonderfully humorous "coffee hour" invitation suggesting that the invitee "get away from the regular grind". However, any simple invitation--in writing or by phone--is appropriate.)
2. If you have ten or more guests, request a good speaker from your local Nixon for Governor Headquarters.
3. Get Nixon for Governor campaign materials--brochures, bumper and windshield stickers, and buttons from your local Nixon Headquarters. NOTE: Urge those present to put the stickers on their cars ("moving billboards" for Nixon) and to read the literature and to pass it on for others to read.
4. Distribute volunteer sign-up cards to all guests and ask them to check the Nixon campaign activity in which they want to participate. Be sure they print their names, addresses and phone numbers and return the cards to you. Give the completed volunteer sign-up cards to your local Nixon Headquarters' Volunteer Chairman. She, or he, will sort them and give them to the appropriate Chairman who will assign the volunteers.
5. Circulate the sign-up sheet for the "Operation Telephone Blitz". The guests who sign agree to: (a) help pay the cost of one phone, and; (b) telephone for 3 hours or more during the 4-day Blitz. Ask each person who signs up to PRINT her name, address and phone number. Deciphering handwriting is easier this way. (NOTE: Your local Nixon "Operation Telephone" Chairman will know the approximate cost of "buying" one phone for the Blitz. The cost varies from area to area. Your "Operation Telephone" Chairman will tell you how much each Coffee Hour guest should donate. For example, the average cost of a phone in Los Angeles County is \$66.00. Guests are asked to sign up for "Operation Telephone" in Teams of Ten and each Team member agrees to pay \$6.60.

6. Give the completed sign-up sheet for the "Blitz" to your local Nixon "Operation Telephone" Chairman.

REMEMBER!

There are 18,610 precincts in the 11 Southern California counties. You and 18,609 other women for Nixon can win this election by giving a Precinct Coffee Hour to tell the Nixon story and to recruit volunteers to work and talk for him and his fine programs for California. Don't break the chain! Keep them going until Election Day and WIN WITH NIXON!

**SOUTHERN CALIFORNIA NIXON FOR GOVERNOR CAMPAIGN ORGANIZATION**

**3950 Wilshire Blvd., Los Angeles 5, Calif., DU 5-9161**

**VALLEY KRUDSEN**  
Vice Chairman  
Chairman "Action Package"

**HENRIETTE COWGILL**  
Co-ordinator  
Vice Chairman "Action Package"

**"ACTION PACKAGE" MEMO**

**TO: All County, Division, and Community "Operation Telephone" Chairmen**  
**FROM: Mrs. Tony Whan, "Operation Telephone" Chairman, Southern California**  
**SUBJECT: "OPERATION TELEPHONE" - General Election**

Enclosed with this memo is a "seed" supply of "Operation Telephone" Primers--hot off the press! Additional copies are available for your volunteers. However, we ask that you determine your needs carefully before ordering more.

Please urge the leaders in your local "Operation Telephone" to read the Primer carefully and to familiarize themselves with each step in carrying it out successfully.

**"Friendly Democrat" Poll**

Also enclosed are:

- (1) Directions for taking the "Friendly Democrat" Poll
- (2) Cards to be filled out by the telephoners
- (3) Weekly report forms for poll

**Message**

You will note that the Primer and the "Directions for Taking the Poll" each contain a message. They vary slightly. We urge that your "Telephone Pollers" try both messages and use the one that is easier for them.

**When To Begin Phoning**

Please emphasize with your telephoners that the polling of Democrats and DS's can begin before all the Democrat and DS phone numbers are entered on all the precinct sheets. For example, if 10 or 15 precincts have the phone numbers entered, your telephoners

can start phoning from those sheets.

This is not a "crash" program with a deadline of yesterday. However, it should be undertaken before the end of August and continued until all Democrats and DS's with phones have been reached.

Weekly Report FORMS

Please complete one of the attached Weekly Report Forms each Friday or Saturday and send it immediately to:

Nixon for Governor "Operation Telephone"  
3950 Wilshire Boulevard  
Los Angeles 5, California

Only in this way can we maintain a running tally on how the poll is progressing and know where our strengths and weaknesses are.

Community \_\_\_\_\_ Precinct \_\_\_\_\_

Street Address \_\_\_\_\_ Apt. No. \_\_\_\_\_ Telephone \_\_\_\_\_

NAME (Print)	PARTY	WORK FOR NIXON?	CHOICE FOR GOVERNOR
1. _____			
2. _____			
3. _____			
4. _____			

Remarks: \_\_\_\_\_

**NIXON FOR GOVERNOR COMMITTEE**



III -

NIXON FOR GOVERNOR

3908 Wilshire Blvd., Los Angeles 5, California; DU 5-9161

DIRECTIONS FOR TAKING THE FRIENDLY DEMOCRAT POLL

Call only Democrats and those who decline to state their party (DS).

Complete a call before making out a card.

If the person is for Nixon or Undecided, make out a card in full as follows:

- 1) Precinct number in right hand corner, name and address and telephone number in its proper place. If for Nixon, place "N" in the Nixon column. If undecided, place UD in the last column. Don't make a card for the Brown voters.
- 2) Keep a running tally of the number of calls completed including those for Brown. When your calling time is over and there are names that you haven't reached, make a card for each uncompleted call, so that the telephoner following you can try those calls again. A precinct isn't finished until every Democrat or "Decline to State" has been reached.
- 3) Keep the cards with their information and the precinct sheet being called together until the sheet is finished. Don't separate the cards, we need to know which precinct they belong to.
- 4) Follow the tested message:

Hello Mr./Mrs. \_\_\_\_\_, this is \_\_\_\_\_. I am working for the Citizens for Nixon to elect Richard Nixon Governor. We are conducting a poll. If the election were held now, would you vote for Mr. Nixon for Governor?

Thank you.

- 5) Do not engage in conversation unnecessarily and at no time become argumentative. Terminate the call politely and go on to the next.



Following Contact & WIN program progress has been achieved since the Primary.

CONTACT

The ~~list~~ committees listed below are in varying stages of preparation for beginning their mail-out programs to all in their professional or occupational categories. Most committees are now being established on a statewide basis, though several are regional, meaning there is a Southern Calif. committee and a Northern Calif. committee. Where total mailing lists available are known, the numbers are shown in parenthesis. Plan now is for mailout program of about 250,000 letters.

- ✓ Engineers (25,000)
- ✓ Attorneys (15,000)
- ✓ Dentists (2,000)
- ✓ Dental Assistants (3,000)
- ✓ Doctors (12,000)
- ✓ RN's For RN (50,000)
- ✓ Home Builders (10,000)
- ✓ Realtors (33,000)
- ✓ Contractors
- ✓ Barbers (3,000)
- ✓ Beauty Shop Operators (10,000)
- ✓ Law Enforcement Officers
- ✓ Mayors
- ✓ Employment Agency Operators
- ✓ Union Musicians (30,000)
- ✓ Teamsters Committee
- ✓ Veterinarians (2,000)
- ✓ Insurance Agents & Brokers (35,000)
- ✓ ~~Food Salesmen~~
- ✓ Optometrists
- ✓ Architects
- ✓ Apparel Industry
- ✓ CPA's
- ✓ Pipe & Plumbing Supplies

- Radio & TV Industry
- Sportsmen (20,000)
- Airline Workers
- Credit Collection Agency Operators
- Chiropractors
- Podiatrists
- Automotive Industry
- Lumber Industry
- Rubber Industry
- Painting Contractors
- Paint Mfgs & Suppliers
- Manufacturers Agents
- Restaurant Owners & Operators
- Hotel & Motel Operators
- Appraisers
- Food Salesmen & Brokers
- Food Packers & Processors
- Graphic Arts Committee (union print shops)
- Steel Wholesalers & Jobbers
- Mortgage Loan Bankers
- Independent Oil Men
- Filling Station Operators

*Shutty after Labor Day*

*Trogans - in process of '8, '9*

*Whittier Alumni - Marumoto is organizing*

*an attempt close to 100 total*

Listed below are special Contact committees ~~which~~ which will not conduct major mailout programs but will use personal approach to all members their profession. Exception is School Teachers which will also employ mailings in their program.

- Nationalities For Nixon
- Mobile Home Owners
- School Teachers
- Retired School Teachers
- Collegians For Nixon

- Scholars For Nixon (also mailouts)
- High School Students
- Alumni Nixonians*

WIN PROGRAM

In L.A. County 55 major companies have definitely signed up to participate in the WIN program. Another 85 have requested additional conferences on the program and willingness to participate if they can do so without getting into difficulties. Additional 500 letters went out last week to other major employers requesting their ~~pm~~ cooperation. Based on past returns from such letters we anticipate pulling another 100 companies into the program for a total of from 200 to 250 major L.A. County employers employing in excess of 200,000 employees.

WIN chairmen are now at work in other Southern California counties setting up their programs. A regional corporate executive luncheon meeting similar to ones held in San Francisco and L.A. will be held in San Diego on Wednesday, September 5, for execs from San Diego and Imperial Counties.

San Francisco and Bay Area chairmen are presently conducting followup to their kickoff luncheon and expect to have about 50 major employers participating in the program. Sacramento County is exceptionally well organized on this program.

Additional information on other counties will be forwarded as soon as WIN chairmen make their early reports.

*Dan  
will submit  
three Cts  
1st wk Sept.*

# N i x o n f o r G o v e r n o r

To:

Date:

From:

Subject:

Distribution:

## PUBLIC RELATIONS

### Advertising

Outdoor posters designed, produced and ordered.

Statewide 30 sheet and 7 sheet space reserved.

### Telethon

Preliminary planning completed. Producer selected.  
Programming under way. Station visits by producer,  
director and agency representative week of August 27th.

Pre-primary telethon reviewed for check list.

Five hour meeting held last Saturday to lay out general  
format and procedures.

Station times cleared and reserved.

### Brochures

Ten folders in process:

WIN - produced and distributed.

ABC's of OPERATION TELEPHONE - produced and distributed.

DICK NIXON'S PLEDGES FOR

A BETTER CALIFORNIA - due back from printers Monday.

CALIFORNIA'S DAY OF DECISION - finished art to  
printer Monday.

con't.

# N i x o n   f o r   G o v e r n o r

To:

Date:

From:

Subject:

Distribution:

★ NIXON ON COMMUNISM folder - agency preparing rough layout and copy for August 31 deadline to submit for approval.

## Brochures - con't

### WHAT IS THE BROWN RECORD?

- approved pending minor copy changes; to finished art next week.

### NIXON'S PROGRAM FOR PROGRESS

- (same as above status)

### FINANCE MAILING (Cabinet Officers' endorsements)

- in production - ready for mailing August 31st.

### CDC FOLDER -

- returned to agency Friday for revised layout and copy modifications.

### NEGRO FOLDER

- initial copy and rough layout available for approval on Monday

### LABOR FOLDER

- in planning stage.

★ ADD  
(above)

In addition.....

copy suggestions prepared for 3 of 4 brochure ideas conceived by Paul Keyes; 4th one in the works next week.

## SPEAKERS BUREAU

Mrs. Lura Eckman and volunteer secretary handling this operation. Pat Hillings to serve in advisory capacity and as General Chairman. Training session planned for all speakers on September 15th. 10 requests filled during summer; up to date on current requests.

# N i x o n   f o r   G o v e r n o r

To:

Date:

From:

Subject:

Distribution:

## CELEBRITIES

Sue Taurog Chairman; procedures for handling have been developed with her.

Office in Beverly Hills will open September 4th.

Top priority - securing talent for October 8th closed circuit dinners.

Ronald Reagan's schedule being coordinated at Headquarters office - per his and Sue Taurog's request.

## BOOK SALES

Virginia Wilson - volunteer Statewide Chairman.

She is organizing North and South operations - appointing Chairmen for each County.

Seed supply of books ordered for Southern California Headquarters and mailing of sample copy to all Community Chairmen during first week of September with instructions for appointment of local Chairmen and procedures for ordering and distributing books.

## COFFEE HOUR SCRIPT

- being written by Al Moscow; deadline Tuesday.

#